

## **Historic, Archive Document**

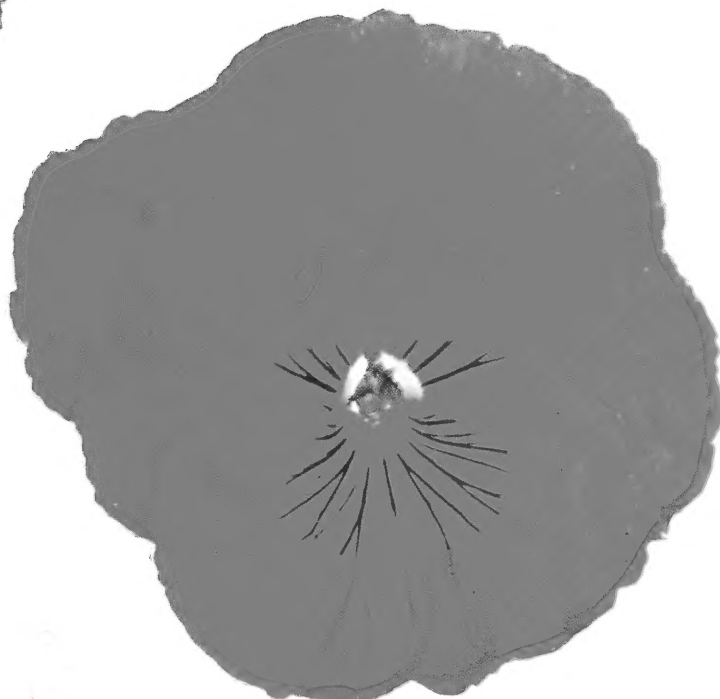
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1952 Our 60th Year

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U. S. Department of Agriculture



*Steele's*

MASTODON  
PANSIES



Jumbos from our fields



The triangular bed of pansies shown in the picture is located in Cincinnati, Ohio, on Victory Parkway at the Rockdale Avenue intersection and it contains over 2,000 plants.

## *Dear Friends,*

When you buy Steele's Mastodon pansy seed you are investing in quality stock. The price you pay for your seed is the smallest fraction of your over-all expense. *Your real investment is your labor, fertilizer, equipment, over-head and your marketing cost.* You must recover these costs by making your space yield as high as possible. The only answer is to offer stock that will bring the highest price on the market, not the lowest.

Quality pansy plants are always at a premium and will sell out when the market is glutted with inferior stock. Improve your growing methods as much as possible so that you may have the highest percentage of saleable plants and see that your customers know how to care for their plants so they will return next year for a repeat order.

Our new consumer pamphlets are offered so that you will not have to spend valuable time in answering questions on culture. See back page for details and also sample enclosed.

## FOR FASTER DELIVERY OF SEED

Check your order carefully and send remittance in full by money order, check, or stamps if no Florist Credit Rating. Be sure to write your name and address plainly, including zone number as tightened postal regulations require zones for delivery of catalogs. No extra charge for airmail.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Warm climates are not safe to store pansy seeds unless kept under mild refrigeration.

We are sorry but we cannot accept any C.O.D. orders. We do not offer packets smaller than those listed.

# Growers Prices . . . . 1952

*We are the originators of Mastodon Pansies and any seed offered as "Mastodon" is not genuine unless grown by us.*

## MIXTURES

**Jumbo Mixed**—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel orchids, apricots, yellows, blues, brass tones, copper bronze, purple, red, in addition to many multi-color combinations and selfs. Fine form, heavy substance, long strong stems.

**FULLY TWO WEEKS EARLY.**

**Prices:** 400 seeds \$1.00; 1/16 oz. \$2.00; 1/8 oz. \$3.35; 1/4 oz. \$5.60; 1/2 oz. \$9.75; 1 oz. \$17.75; 2 oz. \$33.75; 3 oz. \$48.25; 4 oz. \$61.25; 8 oz. \$98.00; 16 oz. \$196.00

**Butterfly Hybrids**—Pastel in character with shades of pink, rose, apricot, salmon, coral, flesh, buff, pale and intense gold, orchid, and lavender. Many are overlaid, color on color, and are marked with rays on all petals. Size is larger, some forms less ruffled, substance superb, stems long and strong. The strain is distinctive, unmatched for cutting, does best in warmer weather. Early spring sowing probably best where practical.

**Prices:** 400 seeds \$1.00; 800 seeds \$1.75; 1/16 oz. \$2.25; 1/8 oz. \$3.75; 1/4 oz. \$6.25; 1/2 oz. \$11.00; 1 oz. \$20.00; 2 oz. \$39.00; 3 oz. \$55.25; 4 oz. \$70.00; 8 oz. \$112.50; 16 oz. \$225.00

**Super Swiss "400" Mixed**—One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations, many with three tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains.

**Prices:** 600 seeds \$1.00; 1/16 oz. \$1.60; 1/8 oz. \$2.70; 1/4 oz. \$4.50; 1/2 oz. \$7.75; 1 oz. \$14.10; 2 oz. \$27.00; 3 oz. \$38.25; 4 oz. \$48.75; 8 oz. \$78.00; 16 oz. \$156.00

## SWISS

**Sea Blue**—An intense blue pansy with dark blotch. One of the best and most uniform of our separate colors.

**Prices:** 600 seeds \$1.00; 1/16 oz. \$1.45; 1/8 oz. \$2.40; 1/4 oz. \$4.00; 1/2 oz. \$7.00; 1 oz. \$12.50; 2 oz. \$24.00; 3 oz. \$34.25; 4 oz. \$43.75; 8 oz. \$70.00; 16 oz. \$140.00

**Gorgeous Red**—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene.

**Prices:** 600 seeds \$1.00; 1/16 oz. \$1.60; 1/8 oz. \$2.70; 1/4 oz. \$4.50; 1/2 oz. \$7.75; 1 oz. \$14.10; 2 oz. \$27.00

## JUMBOS

**Pay Dirt** (See front cover)—The largest golden yellow ever produced. Blooms have dark rays or tiny dark faces. Fine habit of growth and resistant to summer heat.

**Jumbo Bronze Tones**—A blend of many grand colors ranging from old gold, rich copper and sunset tones to deep browns. Many smoky blue-bordered types, rosy toned bronze beauties and all with excellent texture and beautiful form. Immense size. A true Jumbo strain, the result of many years' selection from our Jumbo fields.

**Madame Steele**—A huge Jumbo purple selection. Wonderful for adding velvet violet shades if your clients like their pansies darker in color. No faded or magenta tones.

**Moon Moth**—A very beautiful immense white with the outstanding characteristics of Pay Dirt, which is one of its parent plants. Dark blue pencil markings radiate from the center, many showing a yellow blotch on the lower petal.

**Jumbo Beaconsfield**—A true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

### PRICES OF JUMBOS

	200s	600s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.
Pay Dirt	\$1.00	\$1.75	\$3.75	\$6.50	\$10.75	\$18.50	\$33.00	\$64.60
Jumbo Bronze	1.00	1.75	3.25	5.50	9.50	16.50	30.00	57.00
Jumbo Madame Steele	1.00	1.75	3.25	5.50	9.50	16.50	30.00	57.00
Jumbo Moon Moth (White)	1.00	1.75	3.25	5.50	9.50	16.50	30.00	57.00
Jumbo Beaconsfield	...	1.00	1.85	3.10	5.20	9.10	16.50	...

## BEDDING TYPES

**Mlle. Irene**—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

**Adonis**—Delft blue shades, with small, sharp center. Largely a Jumbo type, the earliest and strongest blooming in our fields. Has bloomed all winter here in the Northwest. Much improved, larger, and more intense in color. We strongly recommend this variety.

**Golden Gate**—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit.

### PRICES OF BEDDING TYPES

	600s	800s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.
Mlle. Irene	\$1.00	\$...	\$1.60	\$2.70	\$4.50	\$7.75	\$14.10	\$27.00
Adonis	1.00	...	1.45	2.40	4.00	7.00	12.50	24.00
Golden Gate	...	1.00	1.25	2.00	3.50	6.00	11.00	21.00

## DIRECTIONS FOR GERMINATING SEED

If you are a new grower, send for our free booklet, "Commercial Pansy Culture".

1. Have your soil weed free and pulverized to a depth of six or more inches. If available use some one of the many soil sterilizing methods now known. On the level surface spread evenly a layer of compost or pulverized well-rotted manure to a depth of at least one inch. Soak the bed thoroughly. Allow to dry enough to rake and then roll or tamp to a level surface. Overlay compost with enough sand to produce a smooth top and roll again.
2. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. We use 250 square feet to sow an ounce of seed broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch. Then cover with light burlap or thin sheeting and anchor. Use spray of water to moisten surface after burlap cover is on.

Make several applications to penetrate the peat so as not to float the seed from its original level. Do not use heavily chlorinated water if avoidable.

3. Allowing plenty of ventilation keep your beds moist until germination. Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds germinate is fatal. As soon as plantlets begin to appear, remove burlap and sift a thin layer of peat moss on the tops of the beds. To avoid damping off water your seedlings cautiously. Germination time from 8 to 21 days depending on weather conditions. If you have trouble from damping off, water seedlings with Semesan solution.
4. If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seed.

# 6 Merchandising Aids

## to help you sell more pansy plants

**PANSY PLANTING TIME**  
is Here Again!  
May we serve you!



featuring Pansy plants from genuine **Steele's** Mastodon seed

Steele's not only specialize in producing pansy seed that has earned world-wide acceptance—Steele's specialize in helping you merchandise your crop of pansy plants. Here on this page are the merchandising helps produced for you to speed up the sale of your 1952 crop.

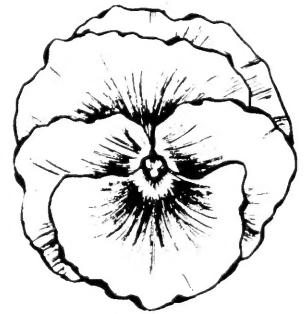
### 1 Customer Post Cards

Approved money maker over many years. Four color process cards to mail your customers. \$3 per hundred.

Order Your Supply Today!

### 2 Handbook on growing

Will insure your customers best results from Steele's Mastodon Pansy Plants after they leave your hands. \$1.25 per hundred.



How to Grow  
**LARGER**  
and **FINER**  
*Pansies*

Copyrighted 1952 by Steele's Pansy Gardens.

### 3 Flat stickers

Guaranteed **Steele's**  
Mastodon  
**PANSY PLANTS**

(Space for Your Name Here.)



This point of sale sticker (gummed for easy attachment to flats) will speed up sales. (See order sheet.)

Send for Yours Today!

**NOW READY TO PLANT**



**Steele's**  
MASTODON  
PANSY PLANTS

Easy to grow. Huge blooms.  
Brilliant colors. Get your  
plants today.

(Space for Your Name Here.)

### 4 Newspaper mats

Another sure fire way to increase trade. Supplied at no cost. Order Your Mat Today!

### 5 Consumer Ads

You have seen Steele's ads in House & Garden, Flower Grower, Sunset, and many newspapers. Steele's advertising is a merchandising help for growers. All inquiries regarding plants coming from your own community are forwarded direct to you. That's one reason Steele's Mastodon Pansy plants sell so rapidly. They have consumer acceptance and consumer demand.

### 6 Poster

Free on request with each order of \$2.50 or more, we will mail postpaid, our beautiful four-color pansy poster-painting of five grand flowers, by Miss Winifred Walker, artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order. This is the 30th year for the Steele Pansy Poster—a tradition among pansy lovers all over the world.

**Send for Your Supply Today . . .**

**Steele's**  
**PANSY GARDENS**

2715 S. E. 39th Avenue., Portland 2, Oregon, U. S. A.